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SECTION  
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THIS ISSUE

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TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 30, 1937

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## Nation Ready For Recovery, Roper Thinks

By Daniel C. Roper  
Secretary of Commerce  
Written for United Press

WASHINGTON, Dec. 29 (U.P.)—We should appreciate the opportunity afforded us at the end of the calendar year to look back at the progress made during the closing year, sensing its difficulties and its mistakes along with the assets. With this background, we should endeavor to project plans for the new year and more intelligently seek the cooperation of all the units necessary for future success.

Notwithstanding the recent shift in the trend of the business curve—that pointed sharply upward earlier in the year, statistics reflect a better volume for the year as a whole than in 1936. Our reports indicate that holiday trade will be sustained at last year's level, which was the best since 1929. This should substantially reduce inventories and prompt the need for replenishment earlier in the new year.

The current business decline is not attributed to any one single cause, but with an understanding of the fundamental causes, it can be arrested through real cooperation and the corollary of mutual respect and confidence.

**Strong Purchase Power**  
Among the obvious assets of the coming year, we think of definite progress made toward a more cooperative relationship between industry and labor. This is illustrated by a cessation of sit-down strikes that demoralized industry and labor earlier in the year. All are now definitely more conscious of their responsibility to society. In my opinion, therefore, we may look into the future with encouragement.

Trade activities, both at home and abroad, have been made more complex and difficult because of international war or fears of war. Our trade is thus on an abnormal basis, affected substantially by armament demands which we hope may be changed in the new year through a lessening of a war spirit and the growth of understanding and cooperation. The future development of our trade treaty procedure should, and I believe will, achieve increasingly better and more comprehensive results for all. Much depends on this procedure in stabilizing our domestic economy. We must build safer international trade in raw materials and manufactured products or else materially change the economy of our Nation with the consequence of a long period of disturbed readjustment.

In our domestic activity, inventories which recently seemed unduly large are being rapidly absorbed and, while it is impossible to forecast with accuracy that beginning of a sustained forward movement in production and distribution, conditions require that it be not long delayed.

Furthermore, we enter the new year with strong and well distributed purchasing power, particularly in agriculture where crops have been plentiful, and in the ranks of employed labor where wages have been higher than in recent years.

**Charge L. A. Japanese Interests With Blocking Perfume Project**  
Allegation that the proposed perfume flower project for Los Angeles county was being blocked by interests desirous of protecting an asserted monopoly now held by the Japanese are contained in a resolution on file this week with the board of supervisors.

The charges were made by the executive committee of the San Pedro Civic Council, in connection with a resolution supporting the proposal for perfume flower experimentation at Alondra park, north of Torrance. Walter Wolfe, secretary, forwarded the resolution to the supervisors.

Claim is made by the Council that Japan controls the present supply of many of the plants proposed to be developed. The communication is expected to be considered by the supervisors at their next meeting next week.

## Tells Lomita Clubmen About Sheriff's Duties



DR. F. W. EMERSON

Discussing "The Sheriff's Jurisdiction," Dr. F. W. Emerson, public relations officer under Sheriff Eugene W. Biscailuz, addressed the Lomita Kiwanis club Tuesday night. Dr. Emerson revealed interesting facts concerning the vast area the sheriff is called upon to police.

## WATCH FOR POSTALS ON AUTO FEES

With the annual automobile registration period opening Jan. 3, car owners are advised to watch for their postcards from the Department of Motor Vehicles showing the total amount of fees due. The cards should be saved and presented for renewal of registration and securing new license plates for 1938, it is emphasized.

Two fees are provided by state law and both must be paid when renewing registration, the regular registration fee of \$3 for a private passenger car license, and a vehicle license fee at the rate of \$1.75 per \$100 of car value. The Department recently announced that postcard notices would be mailed to car owners this week.

The period closes at midnight Feb. 4, with penalties in the form of increased fees for those who fail to apply in that time. Renewal applications will be received and plates issued by the department at its various offices and by the automobile club for member motorists at its headquarters and 32 district offices.

## Next Herald Out Thursday, Jan. 6, 1938

Next week The Herald returns to its regular schedule of editions and the first issue for the new year will be published and delivered on Thursday, Jan. 6, at the usual time. For the past two weeks The Herald has been issued on Wednesdays to permit readers ample time to make up their shopping lists for the year-end holidays.

## 4,000 At Steel Workers' Yule Celebration

Attracting more than 4,000 people—including some 1,500 excitement-filled youngsters—the second annual Christmas party given by Columbia Steel workers assisted by the local plant management was a great success last Wednesday night. The committee in charge of the gala event, Joe Greaves, chairman; Rufus Cline, Ed Stein and Frank Smith, arranged a program that held the attention of every one until Santa Claus was revealed in all his glory.

Then the rush to meet that jovial old fellow, sitting in state at the main gate to the plant, began and the distribution of presents to every boy and girl present concluded the entertainment. Dick Benton, electrical shop foreman, was a capable master-of-ceremonies.

**"Drops From Sky"**  
Musical numbers were presented by the Torrance Municipal band followed by a splendid puppet-show featuring those traditional comedians, Punch and Judy. A ventriloquist, Mr. Lois Manley of Los Angeles, operated the puppets to the huge delight of all oldsters and youngsters in the great crowd. Henry Lintott, assistant general superintendent, gave the assembled thousands a cordial welcome to the party.

Benton, at the close of Punch and Judy's antics, announced that Santa Claus had just "dropped from the sky" and at once he was to be seen in the full glare of powerful floodlights, beaming and waving a warm greeting to the crowd. Boys and girls were quickly formed into separate lines and they filled past Santa in wide-eyed wonder to receive their presents.

## Two Yule Babies Are Born Here

Two Christmas babies and a Christmas Eve arrival are thoroughly enjoying their first holiday season this week at Torrance Memorial hospital.

First to arrive on Dec. 25 was the son of Mr. and Mrs. Francis Laven of 1016 Amapola avenue. He arrived at 5:17 a. m. The Laven's (she was Bernice Aileen Gilbert) are graduates of Torrance high school and have many friends among the younger set here. They were married about a year ago and Laven is employed by the Pacific Electric. Mrs. Laven is 18. They have named their "Christmas present" James Michael.

The second Yule baby was the son of Mr. and Mrs. Nathan D. Smith of 2010 Martina avenue. He was born at 4:40 in the afternoon. Smith is the local agent for the Los Angeles Times.

On Christmas Eve at 6:54 p. m., a daughter was born to Mr. and Mrs. Homer Sullivan of Wilmington. Other new arrivals during the past week were: daughter to Mr. and Mrs. H. Russell Hanger of Hermosa Beach, last Sunday; a daughter to Mr. and Mrs. I. R. Lewis of 25505 Narbonne avenue, Lomita, Dec. 21. Father Lewis being employed at the National Supply plant; and a son to Mr. and Mrs. Floyd Spencer of Wilmington on Dec. 23.

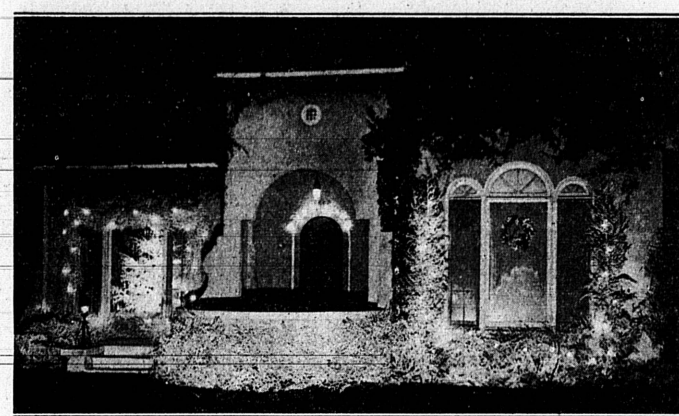
## C. I. O. Calls Mass Meet

A mass meeting was to be held this afternoon at 2 o'clock in the Civic Auditorium, sponsored by the local C. I. O. steel workers' league, on "Your Unemployment Problems." Neil McConlogue, chairman of the local Steel Workers' Organizing Committee, C. I. O. unit No. 1414, will preside and the speakers are programmed as Assemblyman Fred Reaves, Councilman George V. Powell, George Roberts, president of the L. A. Industrial Union, Councilman Ken Hunter, S.W.O.C. organizer. The public is invited to attend.

## RAINFALL FIGURES

Last Sunday and Monday's rain storm added .86 of an inch to the season's rainfall total here to make that figure 2.57 inches to date.

## Wins Yule Display Contest Here



SHOWING WHAT CAN be done by much ingenuity and some effort, the beautiful illuminated Christmas decorations at the A. H. Bartlett residence, 1618 Amapola avenue, won the unanimous approval of the Woman's club contest judges last Thursday night. This display of spruced tangleweeds, cedar boughs, blue lights and the whole flooded by a powerful lamp was given first prize of \$10. Second prize of \$5 went to the L. C. Miller exhibit colored by red spotlights at 1317 Beech avenue.

## City Yule Event Gets Publicity

A complete account of how Torrance merchants, assisted by The Herald, launched the "It's Christmas Time in Torrance" shopping season by the arrival of Santa Claus on the city fire truck here Nov. 26 was published in the Service Bulletin of the California Association of Commercial Secretaries this week.

Only two other cities, Escondido and Huntington Beach had similar articles about their community Yuletide arrangements. Headed "Clever Santa Claus Publicity—Torrance" the report of the local pre-Christmas affair was reported in detail. The Service Bulletin goes to every chamber of commerce secretary and business association executive in California.

Perhaps the fact that L. J. Gilmeister, secretary of the local chamber, is associate editor of the publication had something to do with the fine "spread" given this city in the Bulletin.

## Tennis Club to Play Last Games

All members of the Torrance Tennis club are urged to contact Les Prince at the Beacon Drug store at once in order that a full complement of play may be assigned to meet the Wilmington Tennis club in the final tournament match of the season next Sunday.

## Home Lights Burn Bright Thruout City

Designed and directed by Mrs. Jessie Dennis Bartlett, whose city clerk husband gives her all the credit for the novel display, the gala Yuletide home exterior at 1618 Amapola avenue was judged the best in Torrance by a committee of judges Thursday night. The prize of \$10 in cash was awarded to Mrs. Bartlett by Mrs. Lon Ralston, chairman of the Woman's club Christmas illumination contest committee, Friday.

Second prize of \$5 was given Mr. and Mrs. L. C. Miller of 1317 Beech avenue, whose red illuminated Christmas scene was outstanding for its novelty and use of existing foliage. The judges toured the city to inspect the nine homes whose owners entered the contest by filling out the coupons published in The Herald.

Altho the Bartlett display was somewhat spoiled by the rain last Sunday, it is being repaired and beginning tomorrow (Thursday) night will be illuminated again until after New Year's. It took them considerable time to judge the exterior displays and all agreed that those entered deserved high praise for their work. The entrants, in addition to the prize winners were: Mrs. L. B. Kelsey, 1515 El Prado; Van B. Ketrick, 1427 Post; Wilis M. Brooks, 1328 Portola; J. J. Byrnes, 2066 Carson; Mrs. F. Fiesel, 1442 Carson; Mr. and Mrs. H. L. Henry, 1720 Martina; and Mrs. George Evans, 1024 Portola.

Mrs. Ralston, chairman of the (Continued on Page 7-A)

## Two Big Dinners Here in January

Members of the American Legion Auxiliary, with the experience of serving two large banquets to their credit, are already making plans to prepare and serve a dinner to more than 600 men who will gather at the Civic Auditorium, Jan. 8 for the annual Southern California Edison Masonic club's banquet-entertainment. Following this affair, which will be the largest dinner party yet to be held in the Auditorium, the Torrance Chamber of Commerce will be host to the Harbor District Chambers at the annual installation dinner-meeting on Jan. 13. About 200 are expected to attend this latter event, according to L. J. Gilmeister.

## LATE MAIL SWAMPS P. O.

After the last Christmas package was safely on its way to gladden some home in Torrance, Postmaster Earl Conner and his hard working staff went home to their dinners Saturday believing that the "big push" of Yule mail was over for another year.

Imagine their consternation Monday morning when the late arriving train brought 80 jam-packed sacks of additional gift packages and mail. This shipment was the largest post-Christmas consignment ever received here. Postmaster Conner quickly rallied his substitutes and put them to work sorting and delivering the late-arriving mail.

**No Complaints Heard**  
Altho the December quarter still has two more days to run, the receipts at the postoffice to date have been larger this past three months than at any time in the office's history, Conner said today. He will announce the comparative figures next week.

All packages were cleared out of the local postoffice Friday night and those received Christmas Day were sped out at once. Conner said that the office force handled the great influx of mail with more efficiency than ever (Continued on Page 2-A)

## Police, Deputies Split Matches

Continuing their "even Stephen" pistol contests, a Torrance police department team again split a match last Sunday with the Sheriff's substation No. 4 of Norwalk, each team winning one string in the pouring rain. To date the two teams have shot four strings evenly divided. The local team, composed of Pistoleers Bennett, Boynton, Stanger, Medicus and Ashton, scored 1,272 against the deputies' 1,228 in the first round and 1,234 to 1,282 in the second. The Torrance Pistol club will hold a regular meeting Tuesday evening, Jan. 4, at 7:30 o'clock in the police station, according to President John H. Stroh.

## Mayor Lists City's '37 Achievements; 3 Goals for 1938

In the opinion of Mayor William H. Tolson these three accomplishments were outstanding in this city during the past year:

1—Completion of the Civic Center project with the occupancy of the \$28,740 Administration building; a project that included the construction of a new city hall, police station, Auditorium and public library at a cost of \$183,526; and

2—With all of this improvement to maintaining splendid civic facilities for the comfort, protection, entertainment and convenience of Torrance residents, the municipal tax rate was reduced one cent on property within the original city limits (from \$1.11 to \$1.10 per \$100 assessed valuation) and the \$1.07 levy on annexed territory was retained.

3—Reduction of the municipal water rate from \$1.10 for a minimum of 500 cubic feet to \$1.25 for a doubled minimum of 1,000 cubic feet—an achievement made possible by former Mayor William H. Stanger's close attention to the municipal water system as its superintendent.

**Wants More Industries**  
Mayor Tolson said he believes the "three greatest goals" for this coming year of 1938 should be:

1—The beautification of the Torrance boulevard and Western avenue entrances to the city.

2—Construction of a recreation center building to provide extended and permanent facilities for oldsters and youngsters of Torrance.

3—Addition of new industries to the city's manufacturing district. With such industrial expansion and resultant increase in valuation, the municipal tax rate might be further reduced without detriment to any service now provided local residents.

**"Too Good To Be True"**  
Mayor Tolson offered those thumb-nail reviews of 1937 and objectives for 1938 in response to Ed Ainsworth's query for material he is now using in his Los Angeles "Times" column, "Along El Camino Real." Ainsworth also asked him to report his "honest confession" as to what was the "biggest mistake on the part of either your city or your administration during the past year."

Altho Tolson appealed last week thru The Herald for suggestions on this subject, he admitted that none he heard were made seriously and all were offered to him facetiously. So he said:

"It may seem impossible and too good to be true but I don't believe we made a mistake of such size as to warrant publication. Of course we slipped up on minor problems, details and some of our plans back-fired. But in no case was our city budget penalized or the solid financial foundation of our city threatened. And that, take it from me or any city officer, is something to be proud of!"

**NEXT MEETING '38**  
The next meeting of the city council will be held Jan. 11 at the city hall.

## Treasure Hunt Gifts Claimed Freely as Yule Feature Ends

Hundreds of people, most of them armed with two lists—one composed of their Treasure Hunt ticket numbers and the other their ideas for Christmas presents, thronged the business district of Torrance last Thursday every hour from noon until 9 o'clock.

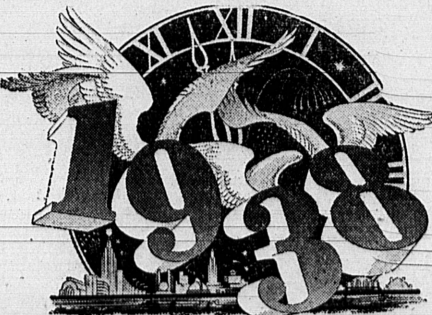
They were in quest of 81 valuable Treasure Hunt gifts contributed by 27 merchants and firms participating in the second annual Yuletide merchandising event that began Nov. 26. From store to store, the throngs traveled seeking the placards on which were printed the winning numbers that would entitle them to gifts ranging from the latest in electrical appliances, jewelry, wearing apparel to a single copy of a current magazine.

The numbers had been drawn from a giant hopper into which all of the stubs deposited at the

various participating stores had been dumped, and thoroughly mixed. One by one the numbers were drawn, imprinted on the Treasure Hunt placards and then rushed to the stores and shops for the information of the hundreds of hunters.

With the close of the stores Thursday night, a survey revealed that the following had claimed their Treasure Hunt prizes:

At Baker Smith's jewelry store—Mrs. Ruth Kincheloe, 1313 Amapola, At National Home Appliances Co.—Bertha V. Combs, 1319 221st street, and Wilbur Franklin, 3058 236th street. At La Mode Furniture store—H. C. Allen, 1028 Arlington. At Sam Levy's department store—C. Patman, 220th street, W. D. Lewis, 1445 216th, and C. A. Floyd, 1625 220th. (Continued on Page 6-A)



## THE HANDS OF TIME GO 'ROUND AND 'ROUND

The clock strikes 12—and a new year is born. Nobody knows what it is going to bring. The Herald hopes it will be peaceful, prosperous and profitable for every one in every way.

One thing is certain—and that is that it must be a progressive year, in every phase of local and national achievement. It must wing its way thru time with 365 days recorded for noteworthy advancement.

It can be done—it will be done—with the efforts of every citizen in every city like our own throughout the nation. It is up to us, as residents and citizens of Torrance to help bring our community still farther along the trail in 1938 to that choicest of all goals—

A better city in which to live, work, play and be contented.